



# AB Sales

## *Filling the gap at AB Sales.*

Offering a variety of services to businesses, AB Sales portfolio includes promotional material, printing services as well as coffee and catering supplies. Unable to grow their business without the appropriate expertise, AB Sales turned to CIT.



“Having Sean on board enabled us to trial new means of increasing customer loyalty and retention. It also brought a fresh perspective to the team.”

Niall Kenny  
AB Sales Director

### **The Need**

AB Sales wished to expand their online business presence, in particular with newsletter circulation, website development and online media management. They needed someone versatile and flexible with online experience but like a lot of companies of their size didn't have the budget.

### **The Solution**

Niall Kenny, AB Sales Director, discussed his requirements with Catherine Murphy, work placement coordinator for the BIS programme. She was then able to match these requirements with a suitable student. Sean Philpott, the successful student, began work on the company's website, which had taken a back seat. Following directions from the team and feedback from users, a significant amount of market research was carried out. The findings enabled Sean to enhance the website giving customers an improved and more user friendly experience. AB Sales also asked Sean to assist them in developing a newsletter to increase customer loyalty and engagement. Sean, under the guidance of Niall, was given responsibility for the design and content of the newsletter.

### **Challenges**

The success of the work placement experience for both Sean and AB Sales depended on Sean's ability to adapt to the fast-paced and demanding nature of a small to medium enterprise.

### **Critical Success Factors**

The training, mentoring and guidance Sean received from the AB Sales team during his placement along with skills acquired during his three years as a BIS student, ensured he was able to complete the tasks he was set in this customer focused environment.

### **Benefits of the Engagement**

The principal benefits of the programme to the student are the practical skills that they develop: learning to work as part of multidisciplinary teams; learning to communicate effectively in the workplace and improving time-management skills. The work Sean carried out on placement proved important, helping Niall and his team to monitor and record the organisation's key activities and achievements at regular intervals.

“The opportunity for a BIS work placement student to be part of a fast paced and dynamic SME is invaluable. Working in an SME exposed Sean to every aspect of the business, helping to develop his professional skillset in a work environment.”

Catherine Murphy  
BIS Programme Coordinator

